**Kathleen Steinberg**

**Final Reflection on Ear Project**

**Ear Part 2 - Brochure**

As a child that has an older sibling, that has gone through the college, process before me my family and I have learned many things. I feel like the brochure I have created has showed what my parents looked for when we started the college process for myself. For instance, I wrote about all the clubs and activities that my parents asked about. My mom also asked every school we went to about their majors, I included the idea that we have many majors at Bloomsburg for this. I choose a brochure for this audience because I feel that parents and guardians of children like items that they can take home with information about the school along with pictures of the school. Whenever my family plans on doing something or going somewhere my mom always looked for brochures and magazines about it. I feel like most parents mine included like to get the most information with the littlest researching as possible. I feel that a brochure fulfills this. A brochure is suppose to tell you many things about a certain topic in a one piece double sided multi-columned piece of paper. Like my examples, I wrote down my information to parents. I tried to imitate the examples I used to create my brochure. However, as I was creating it I found out that my examples did not fit well into what I wanted to accomplish with my brochure. I feel like brochures should not be short and simple but not be too long as well. I feel that they should inform the reader and give them an overall view of what they should expect or obtain from what the brochure is about.

**Ear Part 3 – Cover Letter**

For this genre, I decided to make the audience a future employer. I decided to do a cover letter because I felt like I could use this as a guide in the future as I prepare my cover letter for my future job I will be applying for. I choose to make the letter to one of my current bosses, who is in fact also an assistant superintendent of my elementary school district. The school I am writing about is my elementary school and I feel like since I knew who and where I was writing about it was easier for me to write about it. In addition, writing it I picked a job that I would love to have so I can show my passion about children, especially children with disabilities. While writing the letter I used my first example as my template and I did not use the other two at all. I did this because I was drawn to the first letter. I liked it because it was very organized and well written. It also was not just a letter it was more of an example. The letter told you direction in which to write a cover letter. I found this very helpful in my project and a great example to use in the future.

**Ear Part 4 – Satire T-shirt**

For this genre, I choose to make a t-shirt. I did this because I wanted my audience to be freshman/ students. I thought it would be funny to exaggerate on the things that people think of Bloomsburg when they hear it. Whenever my parents or I tell someone I go here, they always say one of two things. 1. I have never heard of it or 2. Oh… That is a party school. I decided to make my satire out of this because not all students are partiers and more so more are studious and want to get educated. I also made part of the list everything that has happened this semester thus far either in the town like the earthquake and the ten-day flood evacuation or in my dorm like the 5 a.m. fire drill. I also put down easy “a”s because most people pick their teachers based on if they are nice or an easy class. I also put in the contradictory statement that students sleep all day. As we found out in our clue projects, most students get up early and have early classes rather than sleeping in. I liked all my models that I picked to use as examples. However, every shirt is different. When you make shirts you cannot go in and decide I want this, I want that. You have to make it and decide what looks best. If you try to put different things from other shirts, your shirt might not turn out looking professional.